

**Remarks**

Reconsideration of this application is respectfully requested in view of the foregoing amendments and the following remarks.

The Examiner has rejected claims 28-30 under 35 U.S.C. §112, second paragraph as being indefinite. Claims 28-30 have also been rejected under 35 U.S.C. § 112, second paragraph as lacking antecedent basis. Claims 28, 32 and 34 have been rejected under 35 U.S.C. § 112, second paragraph as being indefinite. Claims 34-36 have been rejected under 35 U.S.C. §112, second paragraph as being indefinite. We have amended these claims to overcome the rejections.

The Examiner has objected to claims 28-30 and 33 due to informalities. We have amended these claims to overcome this objection.

The Examiner has rejected claims 28-30, 32 and 33 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 3,172,942 to *Berg* in view of U.S. Patent No. 3,420,597 to *Nellessen et al.* Claim 31 has been rejected under 35 U.S.C. §103(a) as being unpatentable over *Berg* in view of *Nellessen et al.*, as applied to claim 30 above, and further in view of Applicant's Admitted Prior Art (AAPA).

Claims 28-30 have been amended to overcome the above identified rejections.  
For example, claims 28, 29, and 30 have been amended to state the following:

removing said adhesive repellent base medium to form an open face on  
said reflection transfer;

applying said open face of said reflection transfer onto said substrate;

This feature is not shown in the prior art, particularly in any one of *Berg*,  
*Nellesen*, or the AAPA.

One of the benefits of the invention as claimed in claims 28, 29, and 30 is that  
the reflection transfer can be applied to the substrate such that it is applied in a face up  
manner such that it is not applied as a mirror image. Thus, the exact image that  
appears on the reflection transfer also appears on the substrate.

Since the features of the above identified invention as claimed in claims 28, 29,  
and 30 are not shown in the above references, it is respectfully submitted that claims  
28, 29 and 30 are patentable over the above cited references taken either singularly or

in combination. Claims 31-36 depend from any one of claims 28-30. Therefore, it is respectfully submitted that these claims are allowable as well. New claim 37 has been added. This new claim 37 includes similar language to claim 28, but also recites that the adhesive repellent base medium is configured to be removed from the transfer adhesive. Support for this claim can be found in the specification on page 9 line 10. Additional claims 38-41 have also been added. These additional claims recite that the reflective surface is formed opposite the open surface which is formed when the base medium is removed. This feature is shown in FIG. 1 and also supported in the specification on page 9, line 10. This allows a non mirror image reflective surface to be applied to a substrate. This feature is not shown by the above patents. Therefore, it is respectfully submitted that the remaining claims are patentable over the above cited patents taken either singularly or in combination.

Therefore, early allowance of the remaining claims is respectfully requested.

The Commissioner is hereby authorized to charge any necessary fee or to credit any overpayment to Collard & Roe, P.C.'s deposit account 03-2468.

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09/807/774

Respectfully Submitted,

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Enclosure: RCE and Extension of time for one month